

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Library, SLO City-County	(2) MEETING DATE 6/4/2013	(3) CONTACT/PHONE Brian Reynolds 781 5785	
(4) SUBJECT Request to accept a California State Library/Library Services & Technology Act Grant in the amount of \$17,500 and approve an associated budget adjustment to increase revenue and expenditures in Fund Center 377 – Library.			
(5) RECOMMENDED ACTION It is recommended that your Board: 1. Accept a California State Library/Library Services & Technology Act Grant in the amount of \$17,500 and 2. Approve an associated budget adjustment increasing revenue and expenditures in Fund Center 377 – Library (4/5 vote required).			
(6) FUNDING SOURCE(S) State grant funding	(7) CURRENT YEAR FINANCIAL IMPACT \$17,500	(8) ANNUAL FINANCIAL IMPACT \$17,500	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____ ) <input type="checkbox"/> Board Business (Time Est. ____ )			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR)  N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: 1213161 <input checked="" type="checkbox"/> 4/5th's Vote Required <input type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A    Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Geoff O'Quest, Administrative Analyst			
(18) SUPERVISOR DISTRICT(S) All Districts -			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Brian Reynolds, Library Director

DATE: June 4, 2013

SUBJECT: Request to accept a California State Library/Library Services & Technology Act Grant in the amount of \$17,500 and approve an associated budget adjustment to increase revenue and expenditures in Fund Center 377 – Library.

## **RECOMMENDATION**

It is recommended that your Board:

1. Accept a California State Library/Library Services & Technology Act Grant in the amount of \$17,500 and
2. Approve an associated budget adjustment increasing revenue and expenditures in Fund Center 377 – Library (4/5 vote required).

## **DISCUSSION**

In late 2012 the Library and the Library Foundation decided to partner in a first-ever market research project. The three-fold purpose of the project is to: 1) better serve existing customers; 2) attract new customers; and 3) engage and enthruse residents who may choose not to use the Library, but who could provide support for the Library through advocacy, fund raising, and volunteerism.

Some of the major benefits of market research include: Scientifically determining current and potential customers' information needs and priorities vs. depending only upon staff intuition. This information will also consider customer perceptions of library services as they exist. Potential user and supporter opinions will be solicited via studying the opinions and priorities of casual users and of community leaders/stakeholders. All fifteen branch libraries and the Bookmobile will be studied. Each branch library will be assigned various clusters of cardholders who use the Library in similar ways. The last phase of this project will involve creation of an electronic dashboard for monitoring progress on desired outcomes.

At the end of the study, branch staff, Friends groups, and the Library Foundation will have a much more profound and enduring sense of customer needs and priorities, countywide. This grant money will be used to pay the consulting firm to create and maintain the dashboard, which will be dynamic and accessible to Library staff into summer 2014.

A nationally known and respected library consulting firm, OrangeBoy, will conduct statistical analyses, site visits, and online surveys of customers and stakeholders. The grant will fund the final portion of this market research project, creation of the e-dashboard.

## **OTHER AGENCY INVOLVEMENT**

Library staff worked with the Library Foundation, State Library Staff, and County Administration in the preparation leading to applying for this LSTA grant.

## **FINANCIAL CONSIDERATIONS**

The \$17,500 from the California State Library/Library Services & Technology Act grant will fund a portion of the library

market research project. The other contributions to the market research project include \$17,500 from the Library Foundation and \$22,500 from the SLO County Library. No matching funds are required to receive this grant. No County General Funds will be used to support this project.

## **RESULTS**

When complete, the market research study should allow the Library to provide services countywide in a more effective and efficient manner. The study will also allow Friends and Library Foundation groups to conduct more effective and efficient fund raising and advocacy activities.